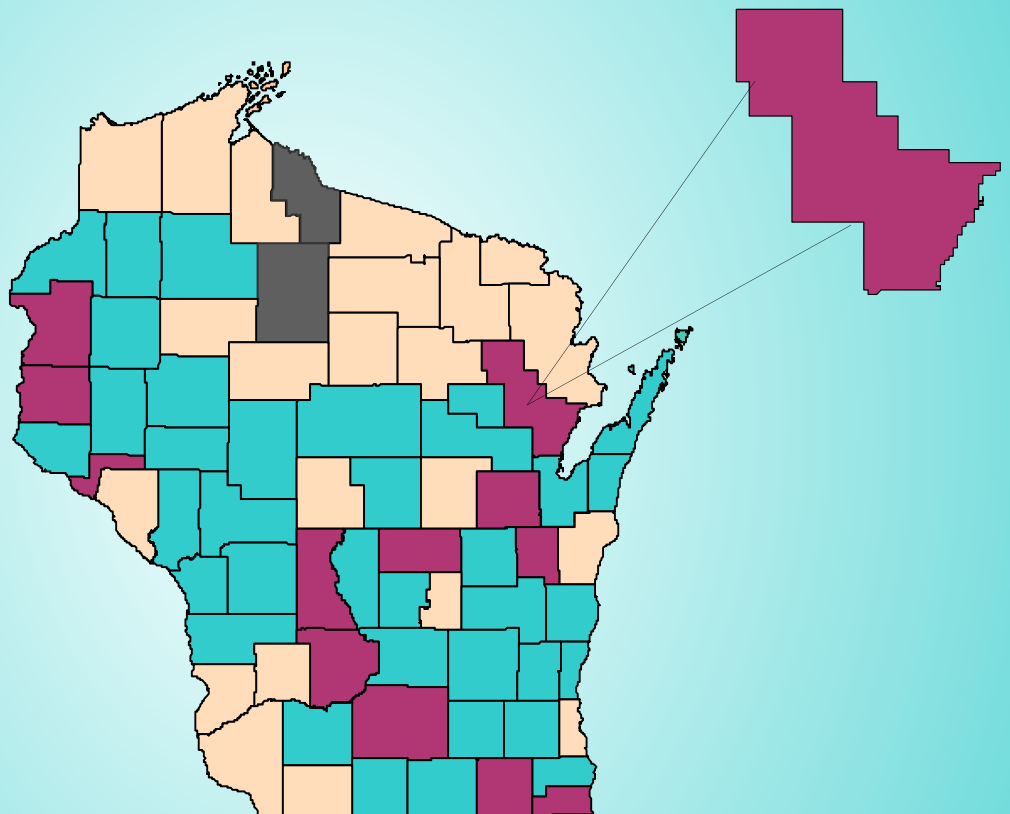


Oconto County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



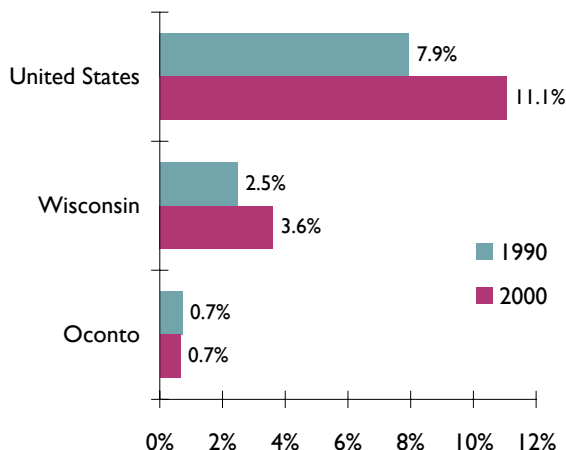
County Population

Like the 1990 to 2000 period, the population in Oconto County has grown at a faster pace than either the State of Wisconsin or the U.S. in the two year period since the census. The county's growth between April of 2000 and January of 2002 was 1,170, a growth rate of 3.3 percent, significantly higher than the state or nation.

The two sources of population growth are natural increase which is the number of births minus the number of deaths and net migration which counts the number of residents moving into the county and subtracts the number moving out of the area. Nearly 95 percent of the population growth in the county has come from net migration, a much higher average than the percent of growth from migration for the state at 56 percent.

Natural increase in the county was quite small when compared to the state. Of the population increase of 1,170, just over 60 came from natural increase. The slower birth rate is related to the age of the county. The median age is 38.8 years. This puts a large portion of the population in the county past the prime child bearing years. The large increase from net migration is due in part to Oconto's proximity to Brown County. Bordering Green Bay encourages growth from workers looking for affordable living accommodations and still remain within commuting distance.

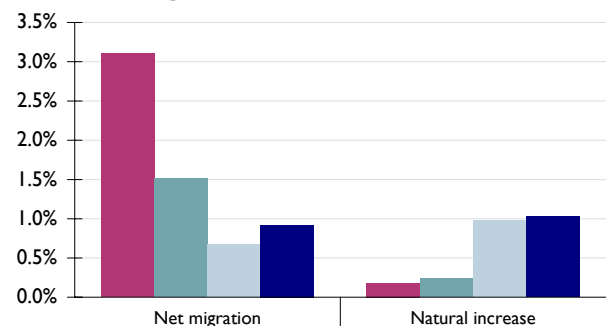
Share of Foreign-born Residents



Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Oconto County	35,641	36,811	3.3%
Largest Municipalities			
Oconto, City	4,708	4,720	0.3%
Little Suamico, Town	3,877	4,164	7.4%
Oconto Falls, City	2,843	2,888	1.6%
Chase, Town	2,082	2,270	9.0%
Abrams, Town	1,757	1,861	5.9%
Stiles, Town	1,465	1,515	3.4%
Brazeau, Town	1,408	1,436	2.0%
Oconto, Town	1,251	1,349	7.8%
Gillett, City	1,256	1,264	0.6%
Pensaukee, Town	1,214	1,252	3.1%

Net migration and natural increase



Oconto Co.	3.10%	0.18%
Non-metro WI	1.51%	0.24%
Metropolitan WI	0.67%	0.98%
United States	0.92%	1.03%

Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

Considering the large portion of growth that comes from people moving into the county, Oconto has a very small percent of foreign born living in the County. This percent has remained unchanged since 1990 while the state and national rates have increased by nearly 50 percent during the last decade.

Oconto County Workforce Profile

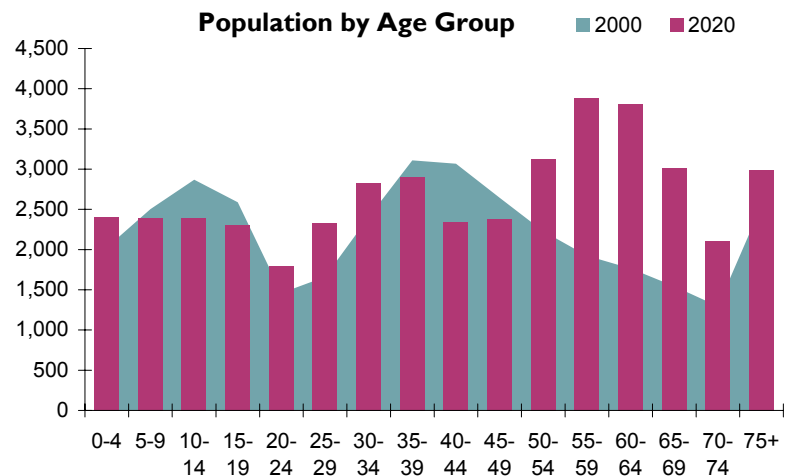
Population Projections by Age Groups in Oconto County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	1,040	1,288	1,468	1,343	784	821	1,147	1,588	1,598	1,397	1,163	956	880	795	637	1,030
Female	986	1,214	1,400	1,245	677	840	1,256	1,522	1,469	1,247	1,065	967	885	749	659	1,518
2005																
Male	1,054	1,187	1,399	1,457	1,043	879	950	1,316	1,732	1,671	1,453	1,249	1,034	847	696	1,059
Female	1,010	1,127	1,323	1,386	986	840	973	1,383	1,607	1,543	1,329	1,161	1,005	847	659	1,515
2010																
Male	1,084	1,166	1,259	1,374	1,116	1,156	1,015	1,092	1,436	1,806	1,737	1,558	1,360	1,000	739	1,125
Female	1,040	1,121	1,199	1,300	1,088	1,197	974	1,075	1,462	1,689	1,646	1,450	1,214	957	740	1,495
2015																
Male	1,151	1,168	1,221	1,219	1,033	1,227	1,302	1,153	1,180	1,481	1,857	1,846	1,675	1,307	864	1,194
Female	1,105	1,125	1,178	1,163	1,004	1,311	1,347	1,064	1,126	1,523	1,783	1,771	1,499	1,143	827	1,538
2020																
Male	1,231	1,217	1,215	1,173	907	1,128	1,368	1,456	1,238	1,211	1,518	1,972	1,985	1,604	1,126	1,337
Female	1,179	1,173	1,174	1,135	891	1,208	1,462	1,451	1,109	1,168	1,608	1,915	1,821	1,405	984	1,649

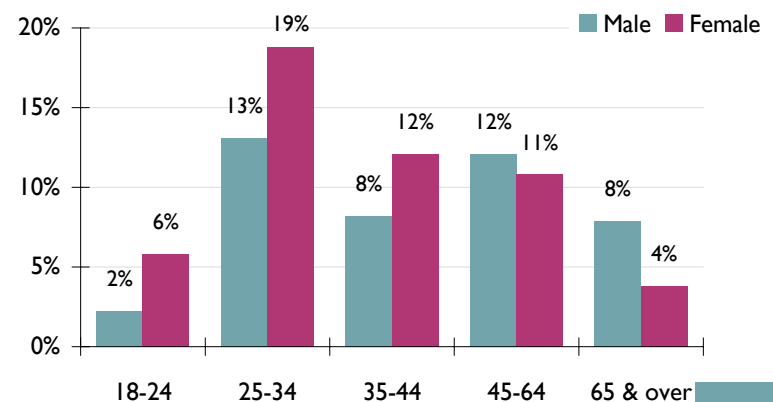
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

Like many counties in Wisconsin, Oconto County is aging. The aging process is slightly ahead of the state. Looking at the population projections in the table above, by the year 2010, the number of workers reaching the retirement age of 65 plus will be very close to matching the population in the 15 to 19 year group. These are the ages that workers enter the labor force and retire. Most likely that within a year or two after that, the county will be facing the possibility of a declining labor force as there will be more workers reaching retirement age than are reaching labor force age. The graph on the right depicts the shift in the ages of the population during the next 17 years, with a larger portion of the population in the 50 plus bracket. Although it must be mentioned that many workers do not leave the labor force at retirement, but will often take other employment that provides more leisure hours and less stress. Also changes in social security will increase the age of retirement during the next ten years.

A trend in the state and nation is the increase in the percent of women graduating with a bachelor's degree or higher. Currently about 65 percent of college graduates are women. Looking at the chart to the right, the percentage of women under age 44 in Oconto County with bachelor's degrees or higher seems to reflect that trend.



Percent of age group with at least a Bachelor's degree in Oconto County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

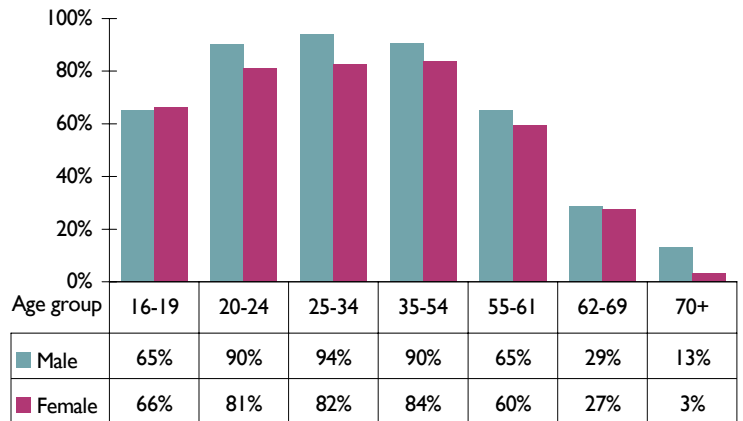
The U. S. Bureau of Labor Force Statistics defines the labor force aged population as the sum of all employed and unemployed persons who are 16 years old and older. (People who are not working includes people who are unemployed and people who are not in the labor force. Examples of people who are not working, but who are not unemployed are retirees or people who choose not to work.)

Another term used with labor force data is the *labor force participation rate*. The participation rate is the percent of the labor force aged population in the county that is actually connected to the labor force either by working or unemployed and looking for work. The participation rate gives some indication on the utilization of the available pool of workers and also the potential to draw additional workers into the labor force for business growth. Wisconsin has been in the top five participation rates in the nation for over a decade now. About 73 percent of the state's labor force aged population is in the labor force. This compares to 66.9 percent for the nation. The participation rate in Oconto County is well below the state average with a 57.7 percent participation rate. A large portion of the county is rural, and these areas traditionally have lower participation rates. The higher number of older residents in the county may also have an affect on the county's participation rate.

The participation rate varies during the time of year as well as from year to year. This is due to changes in the seasonal economic cycle in the area as well as what is happening in the overall business cycle. It also varies by age and gender. Participation in the labor force is usually lower in the early years as many in this population group are still attending school on a full time basis. However this changes in the early twenties and will normally peak between the ages of 25 and 54 when nearly 90 percent of that aged population is attached to the labor market. This begins to decline around age 55. This is usually related to retirement, although in some cases it could also be related to health issues.

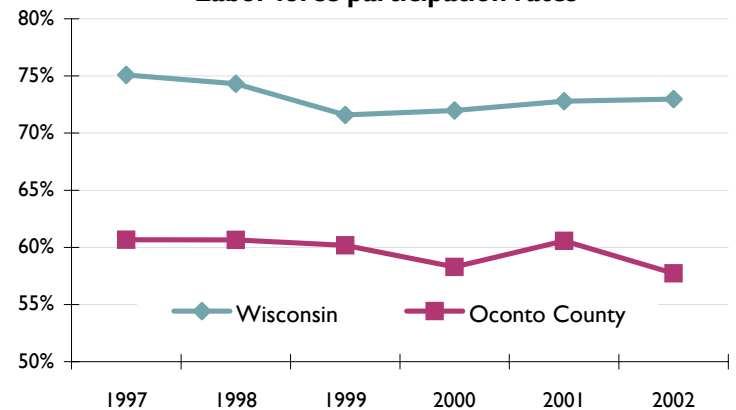
(Continued on page 4)

Oconto Labor Force Participation by Age & Sex in 2000



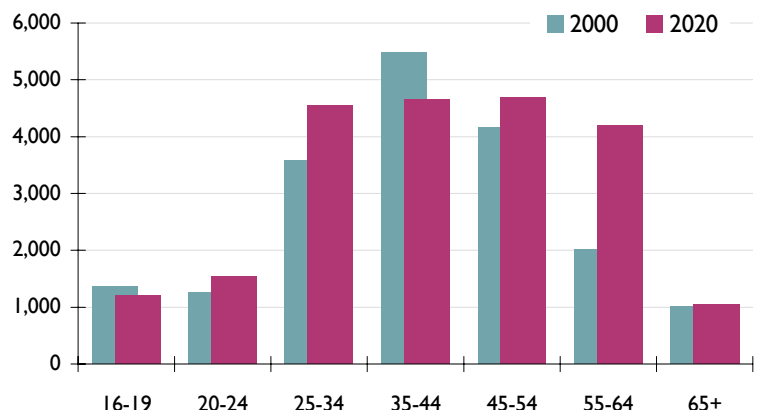
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Oconto County



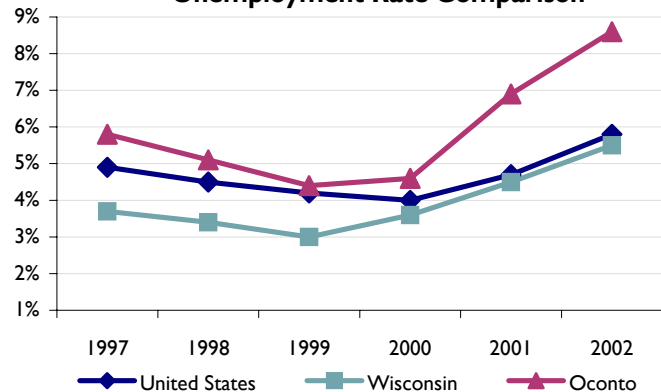
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Oconto County Workforce Profile

The participation rate for women has increased tremendously during the last half century when less than 50 percent of women were in the labor force to now where their participation is nearly equal to men. While the percent women in the labor force follows the same basic trends as men, it remains slightly below in most of the age groups.

The county's labor force, employment and unemployment patterns have followed the state and nation during the last five years. However, the county has traditionally had a higher unemployment rate.

Unemployment Rate Comparison



Oconto County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	15,355	15,711	15,493	16,118	16,755	16,393
Employed	14,460	14,902	14,809	15,381	15,606	14,984
Unemployed	895	809	684	737	1,149	1,409
Unemployment Rate	5.8%	5.1%	4.4%	4.6%	6.9%	8.6%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Most of the fastest growing jobs in the region require either an associate or bachelor's degree. This is quite different than the jobs that expect the most openings in area. The two lists are quite different in the wages, training requirements.

Although there are less opportunities in the fastest growing occupations, they offer substantially higher wages, and are transportable to other regions of the state and country.

Many of the fastest growing occupations have a small number of positions, so small increase will be a large percent of the occupation. Many of the occupations with most openings already occupations have a large number of jobs in the area, so it is more difficult to obtain a high growth rate. One other major difference between the two lists is that the fastest growth occupations measures only new positions, while the list with most openings contains both new openings and openings created by workers leaving those occupations.

Bay Area Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$20.38
	Computer Soft Engrs Systms Soft	Bachelor's degree	\$23.35
	Network Systms/Data Comm Anal	Bachelor's degree	\$23.81
	Network/Computer Systems Admin	Bachelor's degree	\$22.13
	Computer Software Engrs Apps	Bachelor's degree	\$26.61
	Database Administrators	Bachelor's degree	\$21.75
	Personal and Home Care Aides	1-month or less training	\$8.44
	Medical Assts	1-12 mo. on-the-job training	\$11.51
	Medical Records/Health Info Techs	Associate degree	\$11.62
	Gaming Services Wrkrs	Postsecondary voc. trng	NA
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.38
	Cashiers	1-month or less training	\$7.50
	Retail Salespersons	1-month or less training	\$10.27
	Waiters/Waitresses	1-month or less training	\$7.11
	Registered Nurses	Bachelor's degree	\$21.98
	Customer Service Reps	1-12 mo. on-the-job training	\$14.56
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$17.61
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.64
	Office Clerks/General	1-month or less training	\$10.53
	Stock Clerks/Order Fillers	1-month or less training	\$11.33

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
Bay Area WDA includes Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano, and Sheboygan counties.

Source: WI DWD, Bureau of Workforce Information, 2002

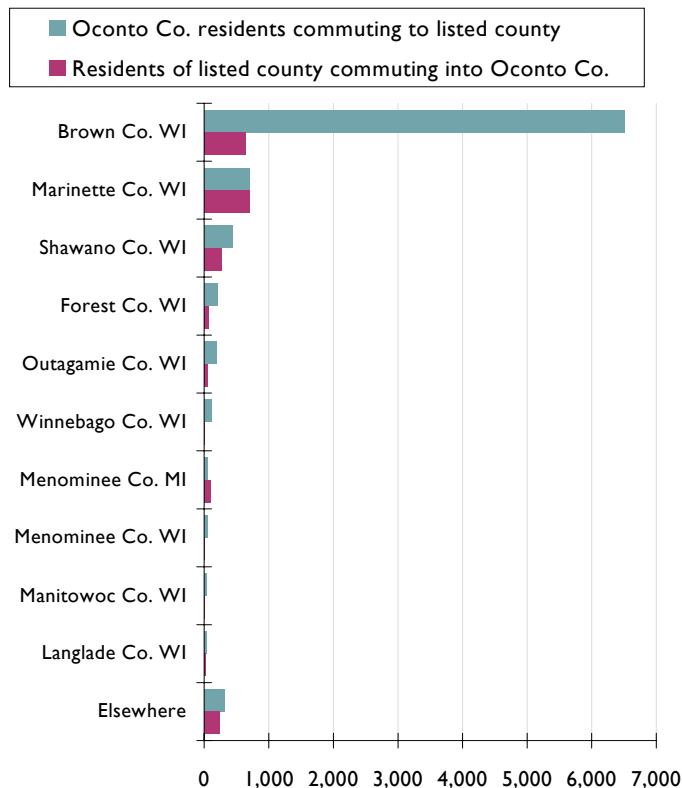
County Commuting Patterns

Commuting patterns is one additional way of looking at a county's labor force. Not all of the county's residents work within the county, and not all of the jobs within the county are filled by local workers. Some of the workers work in neighboring counties. In some counties where cities and towns cross county lines, this may be nothing more than just

crossing a street or river. In other places there may be a substantial commute.

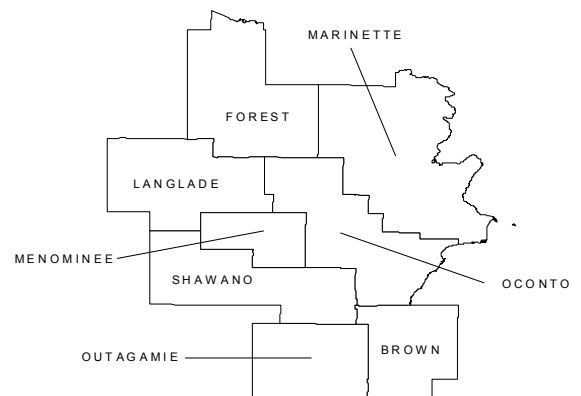
When looking at Oconto County's commuting patterns, there are two things that stand out. One is that the majority of interaction with jobs and workers from other counties is primarily with one county, Brown County, the county's immediate neighbor to the south. Although a few workers may commute as much as 100 miles one way, most are probably going less than 30 miles. The other factor is that Oconto County is an exporter of workers. The county has a net loss of over 6,500 workers to other counties.

The loss of workers to Brown County is a result of that county's population and economic engine. The county is a metropolitan statistical area with more opportunities in a wide base of occupations. Also wages are generally higher in a metro area than a non-metro area. Many times workers from the metro areas will move to a non-metro area for lower living cost and availability of housing, but still retain their job in the metro area. This is one reason that the majority of population growth has come from net migration. In the next two years, both Kewaunee and Oconto Counties will be included in statistical data with Brown County as they will become part of the Green Bay Metropolitan Statistical Area. This is based on the economic linkages between the three counties.



	Oconto Co. residents commuting to listed county	Residents of listed county commuting into Oconto Co.	Net gain or loss of workers
Brown Co. WI	6,518	644	-5,874
Marinette Co. WI	701	712	11
Shawano Co. WI	436	269	-167
Forest Co. WI	207	65	-142
Outagamie Co. WI	195	55	-140
Winnebago Co. WI	123	9	-114
Menominee Co. MI	51	93	42
Menominee Co. WI	48	12	-36
Manitowoc Co. WI	38	9	-29
Langlade Co. WI	32	29	-3
Elsewhere	311	244	-67

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



Industry Employment -

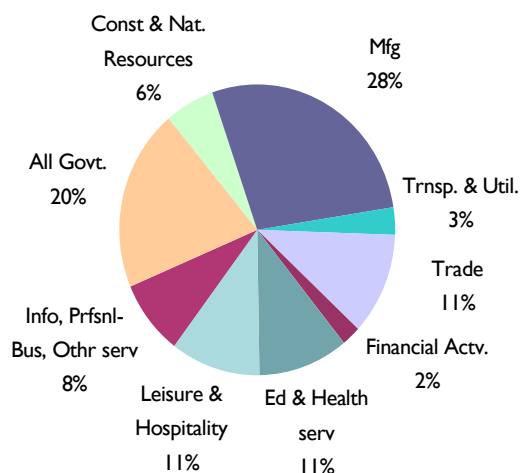
Introducing NAICS (North American Industry Classification System)

Starting in January 2003, employment data has been based on NAICS rather than SIC. Most labor market users are quite familiar with the SIC (Standard Industrial Classification) system. The SIC system was developed in the 1930s as a measure of the nation's economy. The system has been revised nearly every ten years since that time, but it is still closely tied to manufacturing industries, as manufacturing represented nearly 50 percent of the economy then. The old SIC system not only emphasized manufacturing, but was also based on ownership rather than

output. If a manufacturer owned a store, it might be included with manufacturing employment rather than retail trade.

Since the inception of the SIC system, the nation's economic base has changed from manufacturing to service based. Less than 12 percent of the nation's nonfarm wage and salary employees are working for a business involved in the manufacturing process. Oconto County has 28 percent of its employment in manufacturing. This exceeds the state average of about 19 percent and the national average.

Oconto County Industry Distribution: 2002



With the change in the classification system, there is not a direct crossover to make a simple comparison with previous year's data. The table below shows an approximation of the difference in the classification systems. The new system places a stronger emphasis on the service sectors which have been growing faster than the goods producing sectors during the last 30 years. This should provide planners and counselors better and more timely information on changes that have occurred in the community and to project future change.

Of significance are the creation of new sectors of the information industry and the leisure and hospi-

(Continued on page 7)

2002 Industry Employment in Oconto County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	568	6%	Construction & Mining	5%
Manufacturing	2,666	28%	Manufacturing	31%
Transportation, warehousing & utilities	289	3%	Transportation, utilities & communication	4%
Trade (wholesale & retail)	1,091	11%	Wholesale trade	1%
			Retail trade	18%
Financial activities	211	2%	Finance, insurance & real estate	2%
Information, professional & business services, other services	789	8%	Services & misc (incl. agr, forestry, fishing)	19%
Education and health services	1,010	11%	Government	20%
Leisure & hospitality	1,028	11%		
Government	1,958	20%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Oconto County Workforce Profile

tality industry. These and other service sector jobs have shown more growth nationally and Oconto County will most likely follow this trend. Many of the positions in the service industries are professional jobs, and will require a higher percentage of college educated workers.

Although the prominence of manufacturing has de-

clined in the county it remains a major employer. The data below lists the top ten employment industries in the county of which four are in manufacturing. The bottom the table lists the ten largest employers in the county. Four of these are manufacturers, however since this list was compiled, layoffs and shut downs have affected rankings on this list.

Top 10 Industry Groups in Oconto County

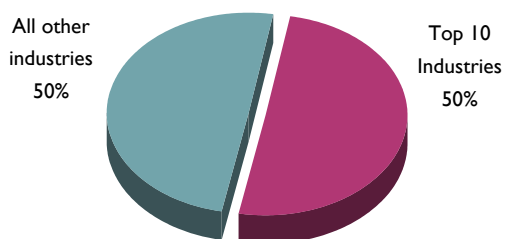
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Educational Services	7	853	-5
Food Services and Drinking Places	75	780	0
Transportation Equipment Manufacturing	*	*	*
Executive, Legislative, & Gen Government	28	564	-20
Food Manufacturing	7	421	-49
Nursing and Residential Care Facilities	*	*	*
Wood Product Manufacturing	13	319	2
Furniture and Related Product Mfg	8	316	-13
Food And Beverage Stores	10	282	1
Gasoline Stations	18	270	-11

*data suppressed to maintain confidentiality

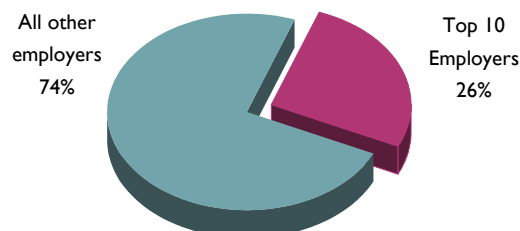
Top 10 Employers in Oconto County

Company	Product or Service	Size
K C S International, Inc.	Boat building	500-999
Oconto Falls Public School	Elementary & secondary schools	250-499
Saputo Cheese U.S.A., Inc.	Cheese manufacturing	250-499
County of Oconto	Executive & legislative offices, combined	250-499
Oconto Public School	Elementary & secondary schools	100-249
Coop Educational Service Agency #8	Administration of education programs	100-249
Evenflo Co, Inc.	Nonupholstered wood household furniture manufacturing	100-249
Community Memorial Hospital, Inc.	General medical & surgical hospitals	100-249
Unlimited Services of Wisconsin, Inc.	Current-carrying wiring device manufacturing	100-249
Heyde Health Systems-Oconto	Nursing care facilities	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Oconto County Workforce Profile

With the exception of other services wages, the average annual wage in the various industry groups in Oconto County is below the statewide average. This is fairly typical for a non-metro county in Wisconsin. Generally wages are higher in the metro areas and decrease as you get further from a metro area.

Although manufacturing has had several layoffs and shutdowns during the last three years, the industry still pays the highest average wage of all of the sectors. This may not reflect a high hourly wage in all cases. Most of the jobs in the manufacturing industry are full time and often have overtime available. This is not true in some of the other industries where work may be part time or seasonal. Examples of these would be either trade or the leisure and hospitality industries.

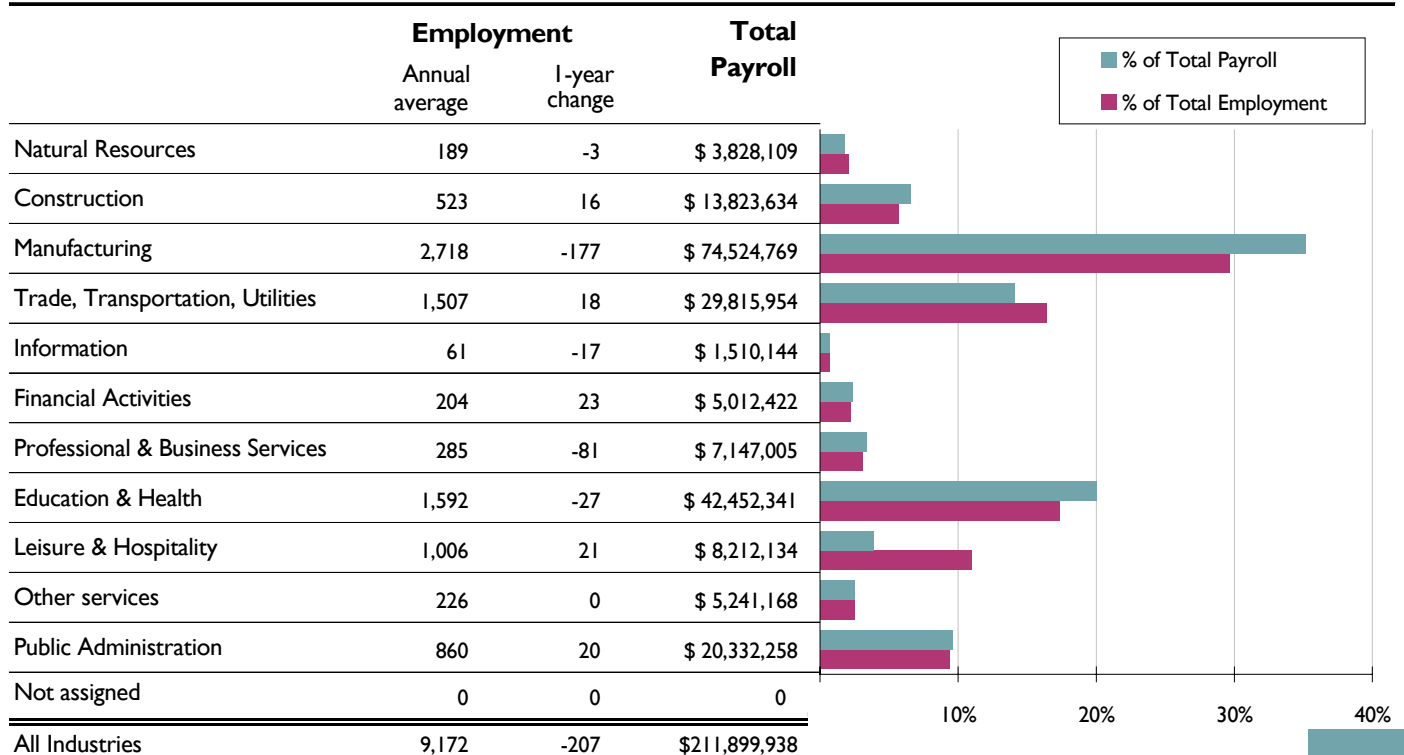
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Oconto County	Wisconsin	% change
All Industries	\$ 32,422	\$ 23,103	71%	3.1%
Natural resources	\$ 25,481	\$ 20,255	79%	-5.9%
Construction	\$ 39,649	\$ 26,431	67%	3.8%
Manufacturing	\$ 40,584	\$ 27,419	68%	5.4%
Trade, Transportation, Utilities	\$ 28,422	\$ 19,785	70%	6.4%
Information	\$ 38,871	\$ 24,756	64%	18.0%
Financial activities	\$ 40,337	\$ 24,571	61%	5.2%
Professional & Business Services	\$ 36,324	\$ 25,077	69%	-10.5%
Education & Health	\$ 33,768	\$ 26,666	79%	4.9%
Leisure & Hospitality	\$ 11,837	\$ 8,163	69%	3.9%
Other services	\$ 19,500	\$ 23,191	119%	4.0%
Public Administration	\$ 33,769	\$ 23,642	70%	-0.5%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Manufacturing has the largest share of workers of any industry in the county with 28 percent of the workers. More important to the county's economy is the portion of income it provides to the county in the form of wages. It provides 35 percent of the wages paid in the county.

2002 Employment and Wage Distribution by Industry in Oconto County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent) and transfer payments (social security, insurance, welfare, pensions) divided by mid year total population estimates.

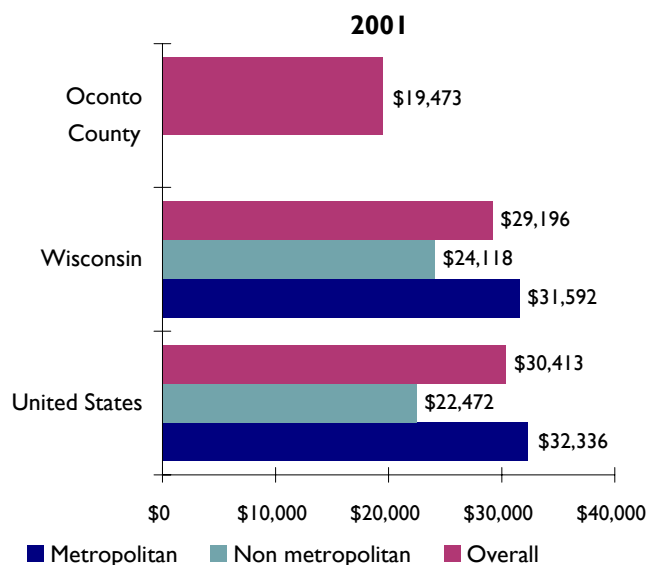
Like the state and nation, the majority of PCPI in Oconto County comes from net earnings, with smaller percentages coming from dividends, interests payments and transfer payments. The percent

from net earnings is lower than the state and national average. This is offset with a greater percentage coming from the other two sources. This may be a result of an older population that receives pension benefits.

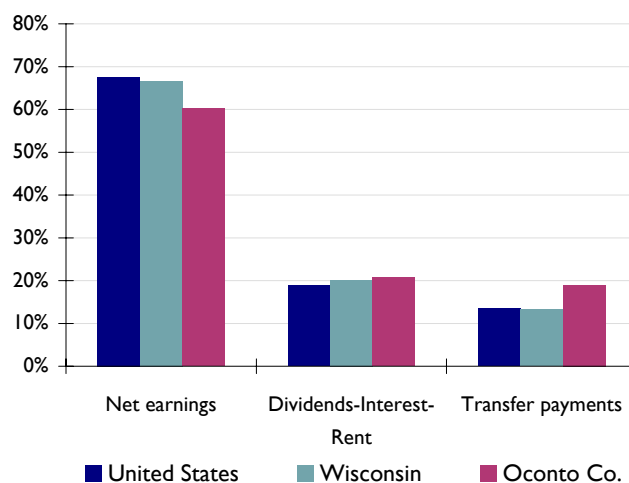
PCPI in the county was \$19,473. This was below the state level of \$29,196 and that of the nation. The growth rate for the county's PCPI also lagged behind that of the state and national increase.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Oconto County	\$16,474	\$17,319	\$18,220	\$18,602	\$19,364	\$19,473	0.6%	18.2%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

richard.seidemann@dwd.state.wi.us